

ANNOUNCING A

# Holiday Offer From Marlboro

Marlboro has enjoyed a record year in 1994 – help us celebrate Marlboro's success with a special holiday offer price promotion. Your customers receive immediate price savings during the month of December as a gift from Marlboro.

## HOW IT WORKS:

Price savings will impact the purchase of Marlboro pack(s) or carton(s).

- Exciting P.O.S. announce the savings.
- Displays can be set up with **ON-PACK** or **ON-CARTON** stickers to deliver instant savings.
- The customer takes the **PACK** or **CARTON** to the register and receives the cents-off savings immediately.
- The sticker is then redeemed by the PMUSA Sales Representative **up to an amount** contained in the Retailer Flex Fund Participation Form.



**FLOOR DISPLAY**  
ASSEMBLED DIMENSIONS:  
40 CARTON: 60 7/8" x 17" w x 11 1/2"  
20 CARTON: 36 7/8" x 13 1/2" w x 11 1/2"



**COUNTER DISPLAY**  
ASSEMBLED DIMENSIONS:  
40 PACK: 18 1/4" x 10 3/4" w x 9 1/4"



**CARTON IRC**

## WHY IT WORKS:

- Marlboro Visibility is a proven sales generator.
- Encourages multi-pack purchases in your store.
- Complete set of selling materials with unique Marlboro graphics are provided - floor display, counter display, poster, dangler and change mat.

## WHEN IT WORKS:

- The months of December 1994 - January 1995 (Only December participants are eligible for the January promotion).



**POSTER**  
22 7/8" x 10"



**DANGLER**  
9 7/8" x 7"



**PACK IRC**



**CHANGE MAT**  
11 5/8" x 18"

**MATERIALS WILL BE PROVIDED BY YOUR PM SALES REP.**